

FIG. 1

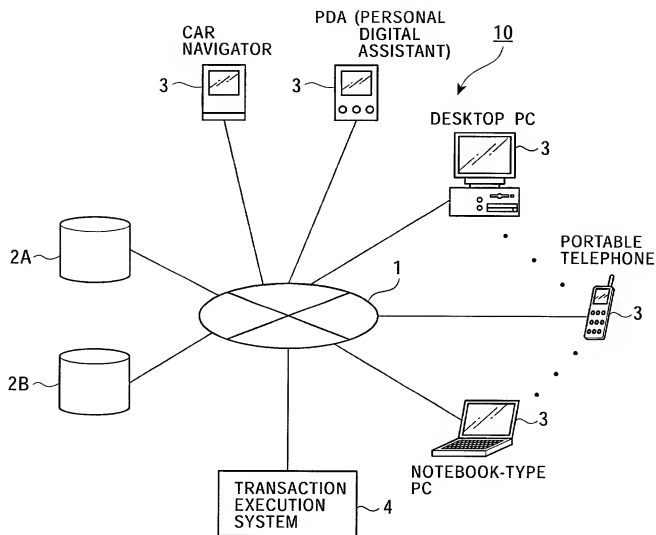


FIG. 2

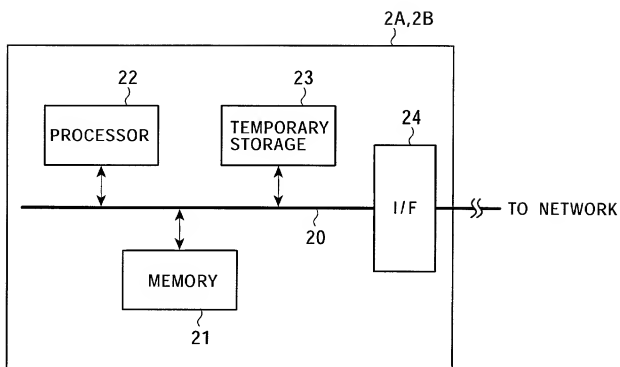


FIG. 3

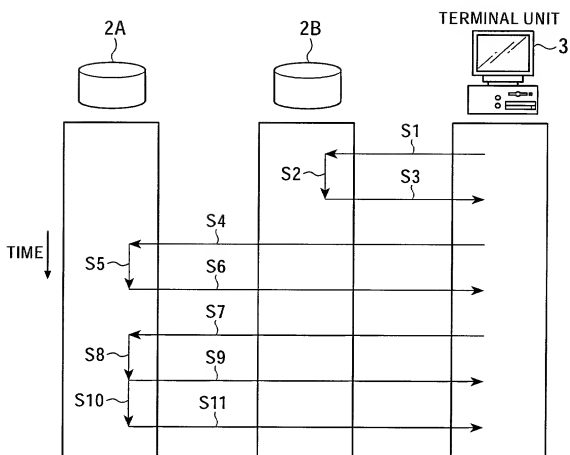


FIG. 4

INFORMATION FOR IDENTIFYING A TERMINAL UNIT OF A BIDDER
INFORMATION FOR IDENTIFYING AN ADVERTISEMENT SPACE INFORMATION MANAGEMENT SERVER
INFORMATION ON DESIRED CONDITIONS FOR THE ADVERTISEMENT SPACE

FIG. 5

INFORMATION FOR IDENTIFYING A TERMINAL UNIT OF A BIDDER
INFORMATION FOR IDENTIFYING AN ADVERTISEMENT SPACE INFORMATION MANAGEMENT SERVER
ADVERTISEMENT SPACE IDENTIFICATION INFORMATION (CONTENTS AND TYPES OF ADVERTISEMENT TO BE INSERTED INTO AN ADVERTISEMENT SPACE, TITLE OF THE ADVERTISEMENT SPACE, TIME AND DATE OF ADVERTISEMENT, DISTRIBUTION ADDRESSES, ETC.)
CURRENT BIDDING STATUS INFORMATION ON THE ADVERTISEMENT SPACE (NUMBER OF THE BIDDERS, HIGHEST CURRENT BIDDING PRICE, ETC.)
INFORMATION ON BID WINNING CONDITIONS FOR THE ADVERTISEMENT SPACE (LOWEST BID WINNING PRICE, DEADLINE OF BIDDING, TIME AND DATE FOR PROVIDING A WINNING BID INFORMATION, METHOD OF ADVERTISEMENT SPACE TRANSACTION OF A WINNING BID, ETC.)

FIG. 6

INFORMATION FOR IDENTIFYING AN AUCTION MANAGEMENT SERVER
BIDDER'S INFORMATION ENTRY FORMAT (ID AND ADDRESS OF BIDDER, ID AND ADDRESS OF BIDDER REPRESENTATIVES/AGENTS, ETC.)
AUCTION INFORMATION ENTRY FORMAT (ID OF A BID ADVERTISEMENT SPACE, A BIDDING PRICE, TRANSACTION CONTRACT AGREEMENT FOR A WINNING BID, METHOD OF TRANSACTION OF THE ADVERTISEMENT SPACE CONTRACTED, ETC.)

FIG. 8

